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File 10:AGRICOLA 70-2003/Oct  
(c) format only 2003 The Dialog Corporation  
File 49:PAIS Int. 1976-2003/Sep  
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File 139:EconLit 1969-2003/Oct  
(c) 2003 American Economic Association  
File 148:Gale Group Trade & Industry DB 1976-2003/Oct 20  
(c)2003 The Gale Group  
File 203:AGRIS 1974-2003/Sep  
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File 340:CLAIMS(R)/US Patent 1950-03/Oct 16  
(c) 2003 IFI/CLAIMS(R)  
File 342:Derwent Patents Citation Indx 1978-01/200345  
(c) 2003 Thomson Derwent  
File 345:Inpadoc/Fam. & Legal Stat 1968-2003/UD=200341  
(c) 2003 EPO  
File 348:EUROPEAN PATENTS 1978-2003/Oct W02  
(c) 2003 European Patent Office  
File 349:PCT FULLTEXT 1979-2002/UB=20031016,UT=20031009  
(c) 2003 WIPO/Univentio  
File 351:Derwent WPI 1963-2003/UD,UM &UP=200367  
(c) 2003 Thomson Derwent  
File 440:Current Contents Search(R) 1990-2003/Oct 20  
(c) 2003 Inst for Sci Info  
File 654:US Pat.Full. 1976-2003/Oct 16  
(c) Format only 2003 The Dialog Corp.

? ds

Set	Items	Description
S1	18	AU=LANGHAMMER? AND (MARKETING OR ECOMMERCE OR E()COMMERCE - OR ELECTRONIC()COMMERCE OR (ONLINE OR INTERNET OR NETWORK) (3N- ) (SHOPPING OR BUYING))
S2	16	RD (unique items)

? t2/3,k/all

**2/3,K/1 (Item 1 from file: 10)**

DIALOG(R)File 10:AGRICOLA

(c) format only 2003 The Dialog Corporation. All rts. reserv.

2613883 86871420 Holding Library: MNU; AGL

**Economic cooperation among the developing countries**

**Wirtschaftliche Zusammenarbeit zwischen den Entwicklungslandern Chancen  
und Risiken / Rolf J. Langhammer, Dean Spinager. --**

**Langhammer, Rolf J. Spinanger, Dean.**

Tubingen : Mohr, 1984.

xi, 135 p. : ill. ; 24 cm. --

Kieler Studien, 190

ISBN: 3163448887

ISSN: 0340-6989 ;

DNAL CALL NO: 280.9 K54K Nr.190

Language: German

**Langhammer, Rolf J.**

Section Headings: E700 DISTRIBUTION AND **MARKETING** ; E300 DEVELOPMENT  
AIMS, POLICIES, PROGRAMS

**2/3,K/2 (Item 1 from file: 49)**

DIALOG(R)File 49:PAIS Int.

(c) 2003 Public Affairs Information Service. All rts. reserv.

120-Oct-0310:19 AM

00351506 PAIS Number: 861202756

**Declining competitiveness of EC suppliers in ASEAN markets: singular case or symptom?**

**Langhammer, Rolf J.** ; Hiemenz, Ulrich

J Common Market Studies 24:105-19 D '85, bibl tables

LANGUAGE: Engl

DOC TYPE: P

**Langhammer, Rolf J ...**

...DESCRIPTORS: Export **marketing** ; \*

**2/3,K/3 (Item 1 from file: 139)**

DIALOG(R)File 139:EconLit

(c) 2003 American Economic Association. All rts. reserv.

042566

**TITLE: The comparative strength of European, Japanese and U.S suppliers on ASEAN markets**

AUTHOR(S): Hiemenz, Ulrich; **Langhammer, Rolf J.** -et al

PUBLICATION INFORMATION: Kieler Studien series, no. 211 Tubingen: Mohr (Siebeck), PAGES: ix, 136

PUBLICATION DATE: 1987

ISBN: 3-16-345284-1

DOCUMENT TYPE: Book

ABSTRACT INDICATOR: Abstract

AUTHOR(S): Hiemenz, Ulrich; **Langhammer, Rolf J ...**

...ABSTRACT: determinants for the export performance of European suppliers to the Southeast Asian Nations (ASEAN). Compares **marketing** strategies and the economic environments of suppliers from Europe, Japan, and the United States to...

... reverse this trend, which has continued since the early 1970's. Evaluates the role of **marketing** strategies and assesses their comparative effectiveness. Emphasizes the role of direct foreign investment as a...

**2/3,K/4 (Item 1 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

07303233 SUPPLIER NUMBER: 15523915 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Developments of printing ink in the 1990s. (Environment and Consumer Protection) (Industry Overview)**

**Langhammer, J.-P.**

Ink & Print, v12, n1, p14(5)

Wntr, 1994

DOCUMENT TYPE: Industry Overview

ISSN: 0263-497X

LANGUAGE:

ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 5067 LINE COUNT: 00398

**Langhammer, J.-P.**

... feel free to define their own eco-balances, those which they regard as good for **marketing** purposes. This can give rise to extravagant requests as illustrated in the following example.

Recently...

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...coffee, or coffee from Equador versus coffee from Kenya as one might assume, but for **marketing** reasons on the packaging. Not only data on the energy consumption of printing ink raw...

**2/3,K/5 (Item 2 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

07238148 SUPPLIER NUMBER: 15352817 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**European legislation on printing inks. (European Ink Maker)**

**Langhammer, J.-P.**

European Polymers Paint Colour Journal, v184, n4344, pS1(3)  
Feb 23, 1994

ISSN: 0963-8474 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 3160 LINE COUNT: 00241

**Langhammer, J.-P.**

... define their own eco balances which they regard as being a good instrument for their **marketing** concept.

For example, recently my company received a request for data for an ecobalance on a well-known coffee brand. Not on the coffee, but for **marketing** reasons on the packaging. Not only data on the energy consumption of printing ink raw...

**2/3,K/6 (Item 3 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

05920357 SUPPLIER NUMBER: 12625943 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The developing countries and regionalism.**

**Langhammer, Rolf J.**

Journal of Common Market Studies, v30, n2, p211(21)  
June, 1992

ISSN: 0021-9886 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 9965 LINE COUNT: 00832

**Langhammer, Rolf J.**

... the tariff escalation effect is taken into consideration. NTBs, including voluntary export restraints (VERs), orderly **marketing** agreements (OMAs), reference prices, standards and norms, are more relevant. Secondly, OECD countries feel free...an in-between case given the heterogeneity of the Latin American economies.

In Asia, traditionally, **marketing** integration has always governed institutionalized integration. Market integration was first fuelled by capital mobility and...

**2/3,K/7 (Item 1 from file: 203)**

DIALOG(R)File 203:AGRIS  
Dist by NAL, Intl Copr. All rights reserved. All rts. reserv.

01886070 AGRIS No: 95-085886

**(Lending of beverage dispensing equipment) (Verleih von Getraenkeschankanlagen)**

**Langhammer, F.**

Journal: Brauwelt, 1994, v. 134(42) p. 2165-2172

Language: German

Search Report from Ginger R. DeMille

**Langhammer, F.**

Descriptors in English: \*BEVERAGES; \*DISTRIBUTION; \*EQUIPMENT; \*  
**MARKETING CHANNELS; FOODS; MARKETING ;**

**2/3,K/8 (Item 2 from file: 203)**

DIALOG(R)File 203:AGRI

Dist by NAL, Intl Copr. All rights reserved. All rts. reserv.

01695484 AGRIS No: 93-072993

**[Beverage dispensing equipments in the EC internal market] (**  
**Getraenkeschankanlagen im EG-Binnenmarkt)**

Langhammer, F.

Journal: Brauwelt, 1993, v. 133(17) p. 751-752

Language: German Summary Language: German

**Langhammer, F.**

Descriptors in English: \*BEVERAGES; \* **MARKETING CHANNELS**; \*DISTRIBUTION;  
\*REGULATIONS; \*EUROPEAN COMMUNITIES; FOODS; INTERNATIONAL  
ORGANIZATIONS; **MARKETING ;**

**2/3,K/9 (Item 3 from file: 203)**

DIALOG(R)File 203:AGRI

Dist by NAL, Intl Copr. All rights reserved. All rts. reserv.

01468696 AGRIS No: 90-118294

**[The new beverage dispensing equipment order] (Die neue**  
**Getraenkeschankanlagen-Verordnung)**

Langhammer, F.

Journal: Brauwelt, 1990, v. 130(18) p. 697-698

Language: German

**Langhammer, F.**

Descriptors in English: CENTRAL EUROPE; EUROPE; FOODS; LEGISLATION;  
**MARKETING ;**

**2/3,K/10 (Item 1 from file: 340)**

DIALOG(R)File 340:CLAIMS(R)/US Patent

(c) 2003 IFI/CLAIMS(R). All rts. reserv.

10155981 2002-0099622

**E/MERCHANT-AFFILIATED DIRECT WHOLESALE MARKETING AND FULFILLMENT SYSTEM**

Inventors: **Langhammer Michael Jay** (US

Assignee: Unassigned Or Assigned To Individual

Assignee Code: 68000

	Publication		Application		
	Kind	Number	Date	Number	Date
	A1	US 20020099622	20020725	US 200297842	20020314
Continuation of:		UNKNOWN		WO 99US21575	19990917
Priority Applic:				US 200297842	20020314
				WO 99US21575	19990917

**MERCHANT-AFFILIATED DIRECT WHOLESALE MARKETING AND FULFILLMENT SYSTEM**

Inventors: **Langhammer Michael Jay ...**

Abstract: A merchant-affiliated direct wholesale **marketing** and fulfillment system. A computer server receives information from a consumer and from this information...

Exemplary Claim: D R A W I N G

1. A merchant-affiliated direct **marketing** and fulfillment system, comprising: a computer server for connecting to a remote computer system under...

Non-exemplary Claims: ...21. A method of merchant-affiliated direct **marketing** and fulfillment, comprising: connecting to a remote computer system under control of a consumer, delivering...

...22. A merchant-affiliated direct **marketing** and fulfillment system, comprising: a computer server for connecting to a remote computer system under...26. A method of merchant-affiliated direct **marketing** and fulfillment, comprising: connecting to a remote computer system under control of a consumer, maintaining...

...27. A merchant-affiliated direct **marketing** and fulfillment system, comprising: a computer server for connecting to a remote computer system under34. A method of merchant-affiliated direct **marketing** and fulfillment, comprising: connecting to a remote computer system under control of a consumer, maintaining...

...35. A merchant-affiliated direct **marketing** system, comprising: a computer server for connecting to a remote computer system under control of...

...42. A method of merchant-affiliated direct **marketing** , comprising: maintaining an identification of products potentially for sale, connecting to a remote computer system...

2/3,K/11 (Item 1 from file: 342)

DIALOG(R)File 342:Derwent Patents Citation Indx

(c) 2003 Thomson Derwent. All rts. reserv.

04576226 WPI Acc No: 01-441180/47

**Merchant-affiliated direct marketing system for e-commerce, has computer server identifying retail merchant product affiliated to it based on demanded product -**

Patent Assignee: (LANG/) LANGHAMMER M J

Author (Inventor): **LANGHAMMER M J**

Patent (basic)

Patent No Kind Date Examiner Field of Search

WO 200122282 A1 010329 (BASIC)

Derwent Week (Basic): 0147

Priority Data: AU 9963927 (990917); WO 99US21575 (990917)

Applications: AU 9963927 (990917); WO 99US21575 (990917)

Designated States

(National): AE; AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CR; CU; CZ; DE; DK; DM; EE; ES; FI; GB; GD; GE; GH; GM; HR; HU; ID; IL; IN; IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM; TR; TT; TZ; UA; UG; US; UZ; VN; YU; ZA; ZW

(Regional): AT; BE; CH; CY; DE; DK; EA; ES; FI; FR; GB; GH; GM; GR; IE;

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IT; KE; LS; LU; MC; MW; NL; OA; PT; SD; SE; SL; SZ; TZ; UG; ZW  
Derwent Class: T01  
Int Pat Class: G06F-017/30  
Number of Patents: 002  
Number of Countries: 089  
Number of Cited Patents: 004  
Number of Cited Literature References: 000  
Number of Citing Patents: 000

Author (Inventor): **LANGHAMMER M J**

**2/3,K/12 (Item 1 from file: 345)**  
DIALOG(R)File 345:Inpadoc/Fam.& Legal Stat  
(c) 2003 EPO. All rts. reserv.

16765651

Basic Patent (No,Kind,Date): WO 200122282 A1 20010329 <No. of Patents:  
003>

**MERCHANT-AFFILIATED DIRECT WHOLESALE MARKETING AND FULFILLMENT SYSTEM (**  
English)

Patent Assignee: LANGHAMMER MICHAEL JAY (US)

Author (Inventor): LANGHAMMER MICHAEL JAY (US)

Designated States : (National) AE; AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY  
; CA; CH; CN; CR; CU; CZ; DE; DK; DM; EE; ES; FI; GB; GD; GE; GH; GM;  
HR; HU; ID; IL; IN; IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU;  
LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK;  
SL; TJ; TM; TR; TT; TZ; UA; UG; US; UZ; VN; YU; ZA; ZW (Regional) GH;  
GM; KE; LS; MW; SD; SL; SZ; TZ; UG; ZW; AM; AZ; BY; KG; KZ; MD; RU; TJ;  
TM; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT;  
SE; BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG

Filing Details: WO 100000 With international search report

IPC: \*G06F-017/30;

Derwent WPI Acc No: G 01-441180

Language of Document: English

Patent Family:

Patent No	Kind	Date	Applic No	Kind	Date
AU 9963927	A1	20010424	AU 9963927	A	19990917
US 20020099622	AA	20020725	US 97842	A	20020314
WO 200122282	A1	20010329	WO 99US21575	A	19990917 (BASIC)

Priority Data (No,Kind,Date):

WO 99US21575 A 19990917  
US 97842 A 20020314  
WO 99US21575 W 19990917

Dialog File: Inpadoc/Fam.& Legal Stat\_1968-2003/UD=200341

**2/3,K/13 (Item 1 from file: 348)**  
DIALOG(R)File 348:EUROPEAN PATENTS  
(c) 2003 European Patent Office. All rts. reserv.

01283371

**MERCHANT-AFFILIATED DIRECT WHOLESALE MARKETING AND FULFILLMENT SYSTEM**  
**SYSTEME DIRECT DE COMMERCIALISATION EN GROS ET DE GESTION OPTIMALE AFFILIE**  
**AU COMMERCE**

PATENT ASSIGNEE:

Langhammer, Michael Jay, (3288120), 198 Martha Lane, Fairfield, OH 45014,  
(US), (Applicant designated States: all)

INVENTOR:

**Langhammer** , Michael Jay, 198 Martha Lane, Fairfield, OH 45014, (US

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PATENT (CC, No, Kind, Date):

WO 2001022282 010329

APPLICATION (CC, No, Date): EP 99951496 990917; WO 99US21575 990917

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE

INTERNATIONAL PATENT CLASS: G06F-017/30

LANGUAGE (Publication,Procedural,Application): English; English; English

**MERCHANT-AFFILIATED DIRECT WHOLESALE MARKETING AND FULFILLMENT SYSTEM**  
INVENTOR:

**Langhammer** , Michael Jay...

**2/3,K/14 (Item 1 from file: 349)**

DIALOG(R)File 349:PCT FULLTEXT

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00788775 \*\*Image available\*\*

**MERCHANT-AFFILIATED DIRECT WHOLESALE MARKETING AND FULFILLMENT SYSTEM**  
**SYSTEME DIRECT DE COMMERCIALISATION EN GROS ET DE GESTION OPTIMALE AFFILIE**  
**AU COMMERCEANT**

Patent Applicant/Inventor:

**LANGHAMMER** Michael Jay, 198 Martha Lane, Fairfield, OH 45014, US, US  
(Residence), US (Nationality)

Legal Representative:

HUMPHREY Thomas W (et al) (agent), Wood, Herron & Evans, L.L.P., 2700  
Carew Tower, Cincinnati, OH 45202, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200122282 A1 20010329 (WO 0122282)

Application: WO 99US21575 19990917 (PCT/WO US9921575)

Priority Application: WO 99US21575 19990917

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 22248

**MERCHANT-AFFILIATED DIRECT WHOLESALE MARKETING AND FULFILLMENT SYSTEM**

Patent Applicant/Inventor:

**LANGHAMMER** Michael Jay...

Fulltext Availability:

Detailed Description

Claims

English Abstract

A merchant-affiliated direct wholesale **marketing** and fulfillment  
system. A computer server (12) connects to a remote computer system (42)  
under...

Detailed Description

**MERCHANT-AFFILIATED DIRECT WHOLESALE MARKETING AND**  
**FULFILLMENT SYSTEM**

Field of the invention

The present invention relates to management information

systems...

...2

directly selling products to consumers. This use of the Internet is popularly known as **electronic commerce** or **e - commerce**.

**E - commerce** merchants have several significant cost advantages as compared to traditional retailers, and as a result **e - commerce** merchants often can undercut the prices of traditional retail merchants.

retail I I

**E - commerce** merchants do not need to maintain a storefront in an attractive commercial district; rather, all...

...can be at any physical location that is desired, including a private home. In addition, **e - commerce** merchants have the advantage that, 0 in many circumstances, sales taxes applicable to traditional merchants need not be collected by an **e - commerce** merchant due to the interstate nature of a transaction and/ or tax moratoriums that have been initiated to stimulate the development of **e - commerce**. This also makes the retail price of an **ecommerce** merchant appear lower to consumers.

1 5 Traditional merchants have attempted to confront the threats posed by **e - commerce** by also connecting to the Internet. For example, several larger merchant chains have established Internet...

...First, substantial programming expense is currently required to create a comprehensive Internet server application for **marketing** products.

3

Smaller merchants cannot amortize this cost over a large quantity of products sold...

...and so have difficulty matching on a product-for-product basis, the offerings of larger **e commerce** merchants. Finally, the business model used by many traditional independent merchants assumes that shoppers will...

...existing inventory is all that is available for review at the retail site. In an **e - commerce** environment, however, consumers viewing lists of items for sale identified on-line, will be able...

...readily move from one merchant to another merely for the purpose of price shopping, in **e - commerce**, this is not the case. Users do not always expect **e - commerce** merchants to have an available knowledgeable sales staff ready to answer consumer 1 0 questions...an informed purchase of the desired brand and model can later be made from the **e - commerce** merchant with the lowest pricing.

1 5 Manufacturers of brand-name merchandise selling to retail...

...dominated by brand names, are aware of the likelihood for price shopping by consumers, particularly using **e - commerce**. Manufacturers often wish to discourage such price shopping, for several reasons. Manufacturers of



premium brand...

...distribution to limited numbers of merchants in particular territories. To combat price erosion due to **ecommerce**, some manufacturers have instituted a policy of refusing to sell to merchant that make retail sales via the Internet. Although manufacturer policies of this sort are detrimental to **e - commerce**, manufacturers are not 10 philosophically opposed to **e - commerce**. Manufacturers would welcome the additional sales volume that might arise through **e - commerce**, if the manufacturer could monitor retail pricing to enforce existing policies, and thus be sure not to undermine traditional retail merchants. Traditional merchants, particularly those lacking the resources to begin **e - commerce**, are opposed to 15 brands that permit other merchants to sell via the...

...manufacturer brand names, while known to merchants, are relatively unknown to customers. In these markets, **e - commerce** faces substantial challenges. Although consumers have shown a willingness to buy  
7  
brand-name merchandise...

...10 The merchants that bear the greatest business risk of losing business due to **e - commerce**, are the traditional independent single location 'I' merchants. The risk is particularly high to those...

...and Internet sales prohibitions, and these stores lack the resources and inventory necessary to commence **e - commerce** and compete on an item-to-item basis with national chains. Furthermore, even those independent...

...eventually lose the protections imposed by manufacturers and begin to lose 20 sales to **e - commerce** competitors.

It is therefore an object of the present invention to facilitate the rapid entry of small, independent merchants into **e - commerce**, providing those

8

merchants with an inventory and a nationwide reputation that can be competitive...

...protect such merchants from erosion of their retail pricing resulting from competition between their respective **e - commerce** businesses.

It is another object of the present invention to facilitate **ecommerce** sale of goods by merchants, in a manner that induces manufacturers to allow their goods to be sold via **e - commerce**, by protecting manufacturers and retail merchants from the effects of price erosion.

It is a...

...another object of the present invention to manage a catalog of items for sale via **e - commerce** in a ...accordance 0 with the principles of the present invention, which provide a merchantaffiliated direct wholesale **marketing** and fulfillment system.

9

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In accordance with a first aspect of the invention, this system...site through which those retail merchants can provide products to consumers in competition with other **e - commerce** providers. Because the merchants utilize

a common server for storing and delivering product information, the business entity operating the direct **marketing** system also operates as a wholesaler, and sells products to

'I merchants. Retail merchants may...

...purchase is treated as a merchant order by the business entity is operating the direct **marketing** system. The shipping cost for the item is identified to the remote computer so that...

...in a single package.

In the disclosed specific embodiment, the business entity operating the direct **marketing** system may provide the remote computer to

1 4  
affiliated retail merchants for free or...

...to enable use of the system by affiliated merchants.

In a final aspect, the direct **marketing** system may be utilized to perform fulfillment of orders placed by consumers of a retail...initiate a purchase of an item from a merchant, upon merchant approval, using the direct **marketing** system in accordance with principles of the present invention.

Fig. 6 is a flow chart...

...of Specific Embodiments

Referring to Fig. 1, the major components of a merchant affiliated direct **marketing** system 10 can be seen. At the heart of system 10 is

a computer server...entity that is operating server 12 and is the proprietor for the merchant affiliated direct **marketing** business described in the present application. Customer service workstations

1 8  
may be in a...

...in a warehouse 26 at which the goods that are sold using the merchant affiliated **marketing** system of the present invention are stored for shipment to merchants and consumers.

To facilitate...defined by those merchant affiliates. The business entity operating the merchant affiliated

2 4  
direct **marketing** system may provide a service of hosting merchant home pages as a adjunct to the merchant affiliate direct **marketing** system. Those merchants using this service will be hosted by server 12 and stored in...

...applied to the wholesale price of merchandise purchased from the business entity operating the direct **marketing** system. The information on table 70 identifies the pricing markup utilized by the merchant. The ...

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...74 identifies shipping markups applied by merchants to goods purchased by consumers utilizing the direct **marketing** system of the present invention. Here again, the shipping charges

2 5

applied by merchants...60 also store item information for the products that are sold via the direct **marketing** system. The primary table for item information is a table 104 storing basic information for each item carried by 0 the business entity operating the direct **marketing** system. Auxiliary tables

related to table 104 include a manufacturer authorization table 106 for identifying...the merchant

2 8

web information table 90 for each merchant affiliated with the direct **marketing** system of the present invention.

Continuing on Fig. 3, a merchant information table 92 provides information for each merchant affiliated with the direct **marketing** system, which can be used in business transactions with the merchant. This information includes a...table 96 is used for storing consumer information for consumers who interact with the direct **marketing** system.

1.5 Records in the consumer information table 96 provide key information about

consumers who utilize the direct **marketing** system. Each consumer has a record in consumer information table 96. Records in consumer information ...

...are used to validate a consumer's identity as part of the process for direct **marketing** described in the following figures.

Purchase and shopping cart information table 98 stores 0...identifier for a transaction. Where a consumer has an initiated a transaction using the direct **marketing** system, the consumer's identifier from field 156 of the consumer's consumer information record ...table 104 stores records each relating to an item that is sold using the direct **marketing** system.

There is one such record for each ...be used to identify items that are sold by different legal entities utilizing the direct **marketing** system. If multiple legal entities utilize the direct **marketing** system to sell items to consumers and merchants, the company ID can be used to...

...made by a

3 8

manufacturer, will be able sell those items through the direct **marketing**

system. A manufacturer authorization table 106 which is discussed below identifies the authorization levels applicable...the number of items that are currently in stock with the entity managing the direct **marketing** system. Through the use of this field, and its consistent updating as consumer and merchant purchases 1 5 are received, a direct **marketing** system in accordance with the principles of the present invention can minimize or eliminate back...anticipated that the groups will be defined by the entity operating the direct 1 5 **marketing** system and these groups will be used in identifying products to merchants, to permit merchants...or URL of the home page of a wholesaler that is operating the direct

44

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**marketing** system and server 12. Normally consumers do not directly transact business with wholesalers and in the present embodiment the specific identity of the wholesaler sponsoring the direct **marketing** operation is shielded from the consumer. For example, a separate business entity and a separate...0 wishes to promote.

It is also anticipated that different merchants affiliated with the direct **marketing** system will carry different items in their respective catalogs.

For example, different merchants may have...

...subdirectory, then only those categories for which that merchant carries at least one item for **online shopping** are identified on the main page.

2 0 It will be appreciated that the direct **marketing** system when operated by a wholesaler, may be able to display categories of items and ...5 above, only those subcategories in which the merchant carries at least one item for **online shopping** will be displayed. Thus, in the category and subcategory level, the catalogs displayable by merchants...

...above, thumbnails for those items that are available and that the assigned merchant carries for **online shopping** are retrieved and presented to the user.

As noted above, some items in the catalog...also be seen in Fig. 4A that consumers may enter the catalog of the direct **marketing** system via links that appear in websites established by merchant affiliates. In this case a...

...may press a button or click area to view the catalog provided by the direct **marketing** system. In this case the  
54  
process continues to step 400 and the user is...

...can view this main page. A merchant seeking to advertise their affiliation with the direct **marketing** system catalog may advertise their main page address in the merchant subdirectory. Users who receive...for exemplary purposes.

5 5

Once a user has elected to register with the direct **marketing** system, the user is directed to the registration process and specifically in step 420 of...ten-ninal 46. The proprietary software initiates an Internet connection the server 12 to facilitate **shopping** by the consumer.

**Online shopping** at retail terminal is similar to **online shopping**  
1 5 that may be performed by a consumer at a private home or...

...the retail workstation.

2 0 Thus, unlike consumer shopping performed at private homes or other **Internet** connected locations, retail **shopping** in a merchant location is always associated with a single merchant.

6 1

It will...

...s retail location, will enhance the sales of products by the entity sponsoring the direct **marketing** system and managing server 12.

Wholesalers that do not provide **online shopping** through merchant workstations will be at a significant disadvantage in those retail environments

where a...mouse clicks that will cause server 12 to seek for products through the operations for **online shopping** that are detailed in Fig. 6. The use of touch screens for graphical interfaces to...is believed to be a further enticement to

5 merchants to participate in the direct **marketing** system in accordance with the principles of the present invention.

Referring to Fig. 6, the...pay partial profits to merchants for items sold online directly to consumers by the direct **marketing** system. In this process, step 814, for each merchant, server 12 locates shopping cart records...

Claim

7 8

Claims

1 A merchant-affiliated direct **marketing** and fulfillment system, comprising:  
a computer server for connecting to a remote computer system under...fulfilling these orders by direct shipment to customers.

21 A method of merchant-affiliated direct **marketing** and fulfillment, comprising:  
connecting to a remote computer system under control of a consumer,  
83...

...the remote computer along with information regarding products for sale.

22 A merchant-affiliated direct **marketing** and fulfillment system, comprising:  
a computer server for connecting to a remote computer system under...fulfilling these orders by direct shipment to customers.

26 A method of merchant-affiliated direct **marketing** and fulfillment, comprising:

8 5

connecting to a remote computer system under control of a...

...authorized for sale by the merchant assigned to the consumer.

27 A merchant-affiliated direct **marketing** and fulfillment system, comprising:  
a computer server for connecting to a remote computer system under...fulfilling these orders by direct shipment to customers.

34 A method of merchant-affiliated direct **marketing** and fulfillment, comprising:  
connecting to a remote computer system under control of a consumer,  
maintaining...

Search Report from Ginger R. DeMille

...information for products that are not currently available in inventory.

35 A merchant-affiliated direct **marketing** system, comprising:  
a computer server for connecting to a remote computer system  
under control of...

...fulfilling these orders by direct shipment to customers.

42 A method of merchant-affiliated direct **marketing** ,  
comprising:  
maintaining an identification of products potentially for sale,  
connecting to a remote computer system...

**2/3,K/15 (Item 1 from file: 351)**

DIALOG(R)File 351:Derwent WPI

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013956966 \*\*Image available\*\*

WPI Acc No: 2001-441180/200147

XRPX Acc No: N01-326415

**Merchant-affiliated direct marketing system for e - commerce , has  
computer server identifying retail merchant product affiliated to it  
based on demanded product**

Patent Assignee: LANGHAMMER M J (LANG-I)

Inventor: **LANGHAMMER M J**

Number of Countries: 089 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200122282	A1	20010329	WO 99US21575	A	19990917	200147 B
AU 9963927	A	20010424	AU 9963927	A	19990917	200147
			WO 99US21575	A	19990917	
US 20020099622	A1	20020725	WO 99US21575	A	19990917	200254
			US 200297842	A	20020314	

Priority Applications (No Type Date): WO 99US21575 A 19990917

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200122282 A1 E 104 G06F-017/30

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 9963927 A G06F-017/30 Based on patent WO 200122282

US 20020099622 A1 G06F-017/60 Cont of application WO 99US21575

**Merchant-affiliated direct marketing system for e - commerce , has  
computer server identifying retail merchant product affiliated to it  
based on demanded product**

Inventor: **LANGHAMMER M J**

Abstract (Basic):

... An INDEPENDENT CLAIM is also included for the  
merchant-affiliated direct **marketing** and fulfillment method...

...For **electronic commerce** through internet...

Search Report from Ginger R. DeMille

...Facilitates the rapid entry of small, independent merchants into **e - commerce** providing those merchants with an inventory and a nationwide reputation then can be competitive with...

2/3,K/16 (Item 1 from file: 654)

DIALOG(R)File 654:US Pat.Full.

(c) Format only 2003 The Dialog Corp. All rts. reserv.

0005044929 \*\*IMAGE Available

Derwent Accession: 2001-441180

**Merchant-affiliated direct wholesale marketing and fulfillment system**

Inventor: **Michael Langhammer** , INV

Correspondence Address: WOOD, HERRON & EVANS, L.L.P., 2700 Carew Tower 441  
Vine Street, Cincinnati, OH, 45202-2917, US

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020099622	A1	20020725	US 200297842	20020314
Continuation	UNKNOWN			WO 99US21575	19990917

Fulltext Word Count: 24274

**Merchant-affiliated direct wholesale marketing and fulfillment system**

Inventor: **Michael Langhammer** ...

Abstract:

A merchant-affiliated direct wholesale **marketing** and fulfillment system. A computer server receives information from a consumer and from this information...

Summary of the Invention:

...for directly selling products to consumers. This use of the Internet is popularly known as **electronic commerce** or **e - commerce** .

[...]

...0006] **E - commerce** merchants have several significant cost advantages as compared to traditional retailers, and as a result **e - commerce** retail merchants often can undercut the prices of traditional retail merchants. **E - commerce** merchants do not need to maintain a storefront in an attractive commercial district; rather, all...

...can be at any physical location that is desired, including a private home. In addition, **e - commerce** merchants have the advantage that, in many circumstances, sales taxes applicable to traditional merchants need not be collected by an **e - commerce** merchant due to the interstate nature of a transaction and/or tax moratoriums that have been initiated to stimulate the development of **e - commerce** . This also makes the retail price of an **e - commerce** merchant appear lower to consumers...

...0007] Traditional merchants have attempted to confront the threats posed by **e - commerce** by also connecting to the Internet. For example, several larger merchant chains have established Internet...

...First, substantial programming expense is currently required to create a comprehensive Internet server application for **marketing** products. Smaller merchants cannot amortize this cost over a large quantity of

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products sold. Furthermore...

...and so have difficulty matching on a product-for-product basis, the offerings of larger **e - commerce** merchants. Finally, the business model used by many traditional independent merchants assumes that shoppers will ...

...existing inventory is all that is available for review at the retail site. In an **e - commerce** environment, however, consumers viewing lists of items for sale identified on-line, will be able...0008] The efforts by traditional merchants to combat **e - commerce**, to a large extent assume that consumers use the Internet for information gathering, and will...

...readily move from one merchant to another merely for the purpose of price shopping, in **e - commerce**, this is not the case. Users do not always expect **e - commerce** merchants to have ...questions. Indeed, consumers often expect no more than to be able to connect to the **e - commerce** merchant's server and place orders for shipment to the consumer. A savvy **e - commerce** consumer collects information on products from whatever sources are available, and then makes the purchase ...to collect information on products independently of particular merchants. When collecting information on branded merchandise, **e - commerce** consumers can also take advantage of traditional retail merchants, by visiting merchants to view products...

...an informed purchase of the desired brand and model can later be made from the **e - commerce** merchant with the lowest pricing...

...by brand names, are aware of the likelihood for price-shopping by consumers, particularly using **e - commerce**. Manufacturers often wish to discourage such price shopping, for several reasons. Manufacturers of premium brand...

...distribution to limited numbers of merchants in particular territories. To combat price erosion due to **e - commerce**, some manufacturers have instituted a policy of refusing to sell ...make retail sales via the Internet. Although manufacturer policies of this sort are detrimental to **e - commerce**, manufacturers are not philosophically opposed to **e - commerce**. Manufacturers would welcome the additional sales volume that might arise through **e - commerce**, if the manufacturer could monitor retail pricing to enforce existing policies, and thus be sure not to undermine traditional retail merchants. Traditional merchants, particularly those lacking the resources to begin **e - commerce**, are opposed to brands that permit other merchants to sell via the Internet, and the...

...manufacturer brand names, while known to merchants, are relatively unknown to customers. In these markets, **e - commerce** faces substantial challenges. Although consumers have shown a willingness to buy brand-name merchandise via

Description of the Drawings:

...initiate a purchase of an item from a merchant, upon merchant approval, using the direct **marketing** system in accordance with principles of the present invention...

Description of the Invention:

...0051] Referring to FIG. 1, the major components of a merchant affiliated direct **marketing** system 10 can be seen. At the heart of



system 10 is a computer server...entity that is operating server 12 and is the proprietor for the merchant affiliated direct **marketing** business described in the present application. Customer service workstations 14 may be in a different...

...in a warehouse 26 at which the goods that are sold using the merchant affiliated **marketing** system of the present invention are stored for shipment to merchants and consumers...pages 68 defined by those merchant affiliates. The business entity operating the merchant affiliated direct **marketing** system may provide a service of hosting merchant home pages as a adjunct to the merchant affiliate direct **marketing** system. Those merchants using this service will be hosted by server 12 and stored in...

...applied to the wholesale price of merchandise purchased from the business entity operating the direct **marketing** system. The information on table 70 identifies the pricing markup utilized by the merchant. The ...74 identifies shipping markups applied by merchants to goods purchased by consumers utilizing the direct **marketing** system of the present invention. Here again, the shipping charges applied by merchants may be ...tables 60 also store item information for the products that are sold via the direct **marketing** system. The primary table for item information is a table 104 (FIG. 3B) storing basic information for each item carried by the business entity operating the direct **marketing** system. Auxiliary tables related to table 104 include a manufacturer authorization table 106 (FIG. 3B...record in the merchant web information table 90 for each merchant affiliated with the direct **marketing** system of the present invention...

...3A, a merchant information table 92 provides information for each merchant affiliated with the direct **marketing** system, which can be used in business transactions with the merchant. This information includes a ...table 96 is used for storing consumer information for consumers who interact with the direct **marketing** system. Records in the consumer information table 96 provide key information about consumers who utilize the direct **marketing** system. Each consumer has a record in consumer information table 96. Records in consumer information...are used to validate a consumer's identity as part of the process for direct **marketing** described in the following figures...

...identifier for a transaction. Where a consumer has an initiated a transaction using the direct **marketing** system, the consumer's identifier from field 156 of the consumer's consumer information record ...table 104 stores records each relating to an item that is sold using the direct **marketing** system. There is one such record for each item, identifying relevant information necessary to order...be used to identify items that are sold by different legal entities utilizing the direct **marketing** system. If multiple legal entities utilize the direct **marketing** system to sell items to consumers and merchants, the company ID can be used to...particular items made by a manufacturer, will be able sell those items through the direct **marketing** system. A manufacturer authorization table 106 (FIG. 3B) which is discussed below identifies the authorization...the number of items that are currently in stock with the entity managing the direct **marketing** system. Through the use of this field, and its consistent updating as consumer and merchant purchases are received, a direct **marketing** system in accordance with the principles of the present invention can minimize or eliminate back...It is anticipated that the groups will be defined by the entity operating the direct **marketing** system and these groups will be used in identifying products to merchants, to permit merchants...out by server 12 interacting with a consumer seeking to purchase goods from a direct **marketing**

system can be explained. In the first step 350, a consumer enters the internet address or URL of the home page of a wholesaler that is operating the direct **marketing** system and server 12. Normally consumers do not directly transact business with wholesalers and in the present embodiment the specific identity of the wholesaler sponsoring the direct **marketing** operation is shielded from the consumer. For example, a separate business entity and a separate...0090] It is also anticipated that different merchants affiliated with the direct **marketing** system will carry different items in their respective catalogs. For example, different merchants may have merchant carries at least one item for **online shopping** are identified on the main page...

...0091] It will be appreciated that the direct **marketing** system when operated by a wholesaler, may be able to display categories of items and ...noted above, only those subcategories in which the merchant carries at least one item for **online shopping** will be displayed. Thus, in the category and subcategory level, the catalogs displayable by merchants... above, thumbnails for those items that are available and that the assigned merchant carries for **online shopping** are retrieved and presented to the user...also be seen in FIG. 4A that consumers may enter the catalog of the direct **marketing** system via links that appear in websites established by merchant affiliates. In this case a...

...may press a button or click area to view the catalog provided by the direct **marketing** system. In this case the process continues to step 400 and the user is directed...

...can view this main page. A merchant seeking to advertise their affiliation with the direct **marketing** system catalog may advertise their main page address in the merchant subdirectory. Users who receive ...0110] Once a user has elected to register with the direct **marketing** system, the user is directed to the registration process and specifically in step 420 of...0120] **Online shopping** at retail terminal is similar to **online shopping** that may be performed by a consumer at a private home or other Internet location...responsible for the retail workstation. Thus, unlike consumer shopping performed at private homes or other **Internet** connected locations, retail **shopping** in a merchant location is always associated with a single merchant...

...s retail location, will enhance the sales of products by the entity sponsoring the direct **marketing** system and managing server 12. Wholesalers that do not provide **online shopping** through merchant workstations will be at a significant disadvantage in those retail environments where a...mouse clicks that will cause server 12 to seek for products through the operations for **online shopping** that are detailed in FIG. 6. The use of touch screens for graphical interfaces to... enhancement is believed to be a further enticement to merchants to participate in the direct **marketing** system in accordance with the principles of the present invention...pay partial profits to merchants for items sold online directly to consumers by the direct **marketing** system. In this process, step 814, for each merchant, server 12 locates shopping cart records...

Exemplary or Independent Claim(s):

1. A merchant-affiliated direct **marketing** and fulfillment system, comprising: a computer server for connecting to a remote computer system under...
- ...21. A method of merchant-affiliated direct **marketing** and fulfillment, comprising: connecting to a remote computer system under control of a

Search Report from Ginger R. DeMille

consumer, delivering...

- ...22. A merchant-affiliated direct **marketing** and fulfillment system, comprising: a computer server for connecting to a remote computer system ...26. A method of merchant-affiliated direct **marketing** and fulfillment, comprising: connecting to a remote computer system under control of a consumer, maintaining...
  - ...27. A merchant-affiliated direct **marketing** and fulfillment system, comprising: a computer ...34. A method of merchant-affiliated direct **marketing** and fulfillment, comprising: connecting to a remote computer system under control of a consumer, maintaining...
  - ...35. A merchant-affiliated direct **marketing** system, comprising: a computer server for connecting to a remote computer system under control ...42. A method of merchant-affiliated direct **marketing** , comprising: maintaining an identification of products potentially for sale, connecting to a remote computer system...
- ?

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? show files

File 15:ABI/Inform(R) 1971-2003/Oct 18  
(c) 2003 ProQuest Info&Learning  
File 16:Gale Group PROMT(R) 1990-2003/Oct 17  
(c) 2003 The Gale Group  
File 148:Gale Group Trade & Industry DB 1976-2003/Oct 20  
(c)2003 The Gale Group  
File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group  
File 275:Gale Group Computer DB(TM) 1983-2003/Oct 17  
(c) 2003 The Gale Group  
File 621:Gale Group New Prod.Annou.(R) 1985-2003/Oct 20  
(c) 2003 The Gale Group  
File 9:Business & Industry(R) Jul/1994-2003/Oct 17  
(c) 2003 Resp. DB Svcs.  
File 20:Dialog Global Reporter 1997-2003/Oct 20  
(c) 2003 The Dialog Corp.  
File 476:Financial Times Fulltext 1982-2003/Oct 20  
(c) 2003 Financial Times Ltd  
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(c) 2003 Business Wire.  
File 613:PR Newswire 1999-2003/Oct 20  
(c) 2003 PR Newswire Association Inc  
File 634:San Jose Mercury Jun 1985-2003/Oct 18  
(c) 2003 San Jose Mercury News  
File 636:Gale Group Newsletter DB(TM) 1987-2003/Oct 17  
(c) 2003 The Gale Group  
File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire  
File 813:PR Newswire 1987-1999/Apr 30  
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File 65:Inside Conferences 1993-2003/Oct W3  
(c) 2003 BLDSC all rts. reserv.  
File 99:Wilson Appl. Sci & Tech Abs 1983-2003/Sep  
(c) 2003 The HW Wilson Co.  
File 233:Internet & Personal Comp. Abs. 1981-2003/Jul  
(c) 2003, EBSCO Pub.  
File 256:SoftBase:Reviews,Companies&Prods. 82-2003/Sep  
(c)2003 Info.Sources Inc  
File 474:New York Times Abs 1969-2003/Oct 17  
(c) 2003 The New York Times  
File 475:Wall Street Journal Abs 1973-2003/Oct 17  
(c) 2003 The New York Times  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group  
File 350:Derwent WPIX 1963-2003/UD,UM &UP=200367  
(c) 2003 Thomson Derwent  
File 344:Chinese Patents Abs Aug 1985-2003/Apr  
(c) 2003 European Patent Office  
File 347:JAPIO Oct 1976-2003/Jun(Updated 031006)  
(c) 2003 JPO & JAPIO  
File 371:French Patents 1961-2002/BOPI 200209  
(c) 2002 INPI. All rts. reserv.  
File 348:EUROPEAN PATENTS 1978-2003/Oct W02  
(c) 2003 European Patent Office  
File 349:PCT FULLTEXT 1979-2002/UB=20031016,UT=20031009  
(c) 2003 WIPO/Univentio

Search Report from Ginger R. DeMille

? ds

Set	Items	Description
S1	341	AU=LANGHAMMER?
S2	11	AU=(TILEY S? OR TILEY, S? OR SMITH R? OR SMITH, R?) AND (MARKETING OR INDUCEMENT OR INDUCING OR INCENTIVE?)(S)(PICKUP? - OR PICK?()UP OR (ONLINE OR ON()LINE OR NETWORK)(2N)(SHOPPING - OR BUYING) OR ECOMMERCE OR (ELECTRONIC OR E)()COMMERCE)
S3	9	RD (unique items)
S4	2	S1 AND (MARKETING OR INDUCEMENT OR INDUCING OR INCENTIVE?)(S)(PICKUP? OR PICK?()UP OR (ONLINE OR ON()LINE OR NETWORK)(2-N)(SHOPPING OR BUYING) OR ECOMMERCE OR (ELECTRONIC OR E)()COMMERCE)
S5	2	RD (unique items)

? t5/3,k/all

**5/3,K/1 (Item 1 from file: 350)**

DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

013956966 \*\*Image available\*\*  
WPI Acc No: 2001-441180/200147  
XRPX Acc No: N01-326415

**Merchant-affiliated direct marketing system for e - commerce , has computer server identifying retail merchant product affiliated to it based on demanded product**

Patent Assignee: LANGHAMMER M J (LANG-I)

Inventor: **LANGHAMMER M J**

Number of Countries: 089 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200122282	A1	20010329	WO 99US21575	A	19990917	200147 B
AU 9963927	A	20010424	AU 9963927	A	19990917	200147
			WO 99US21575	A	19990917	
US 20020099622	A1	20020725	WO 99US21575	A	19990917	200254
			US 200297842	A	20020314	

Priority Applications (No Type Date): WO 99US21575 A 19990917

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200122282	A1	E	104	G06F-017/30	
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Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 9963927	A		G06F-017/30	Based on patent WO 200122282
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US 20020099622	A1		G06F-017/60	Cont of application WO 99US21575
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**Merchant-affiliated direct marketing system for e - commerce , has computer server identifying retail merchant product affiliated to it based on demanded product**

Inventor: **LANGHAMMER M J**

**5/3,K/2 (Item 1 from file: 349)**

DIALOG(R)File 349:PCT FULLTEXT

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00788775      \*\*Image available\*\*

**MERCHANT-AFFILIATED DIRECT WHOLESALE MARKETING AND FULFILLMENT SYSTEM  
SYSTEME DIRECT DE COMMERCIALISATION EN GROS ET DE GESTION OPTIMALE AFFILIE  
AU COMMERCE**

Patent Applicant/Inventor:

**LANGHAMMER** Michael Jay, 198 Martha Lane, Fairfield, OH 45014, US, US  
(Residence), US (Nationality)

Legal Representative:

HUMPHREY Thomas W (et al) (agent), Wood, Herron & Evans, L.L.P., 2700  
Carew Tower, Cincinnati, OH 45202, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200122282 A1 20010329 (WO 0122282)

Application: WO 99US21575 19990917 (PCT/WO US9921575)

Priority Application: WO 99US21575 19990917

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 22248

Patent Applicant/Inventor:

**LANGHAMMER** Michael Jay...

Fulltext Availability:

Detailed Description

Detailed Description

... be used to identify items that are sold by different legal entities  
utilizing the direct **marketing** system. If multiple legal entities  
utilize the direct **marketing** system to sell items to consumers and  
merchants, the company ID can be used to...

...entity than transactions conducted with merchants (i.e., shipments of  
goods to merchants for consumer **pickup**, or shipments of goods to  
consumers in fulfillment of merchant orders).

A second field 262...

?

? t3/3,k/all

**3/3,K/1 (Item 1 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02573330 334613061

**B-to-B e-commerce: A content analytical assessment of motor carrier websites**

Ellinger, Alexander E; Lynch, Daniel F; Andzulis, James K; **Smith, Ronn J**

Journal of Business Logistics v24n1 PP: 199-220 2003

ISSN: 0735-3766 JRNL CODE: JBL

WORD COUNT: 6971

... **Smith, Ronn J**

...TEXT: and is predicted to grow to \$2.7 trillion by 2004 (www.forrester.com 2001).

**E - commerce** involves "the use of computer networks to improve organizational performance" (Watson et al. 2000, p...

... a critical early component in the process of building towards a fully operational and unified **e - commerce** strategy. For example, KPMG's Internet Maturity Model (KPMG 2000) suggests that websites go through four distinct stages as the firm's **e - commerce** strategy evolves - **marketing**, publishing, transactional, and interactive (see Figure 1). The development and implementation of business-to-business...1, pp. 27-28.

Hoffman, Donna and Thomas Novak (1997), "A New Marketing Paradigm for **Electronic Commerce**," The Information Society, Special Issue on **Electronic Commerce**, Vol. 13, pp. 43-54.

Honeycutt, Earl D. Jr., Theresa B. Flaherty, and Ken Benassi...

...9, pp. el-50.

Kalakota, Ravi, Ralph A. Oliva, and Bob Donath (1999), "Move Over, **e - Commerce**," **Marketing Management**, Vol. 8, No. 3, pp. 22-32.

Kassarjian, Harold H. (1977), "Content Analysis in...research interests include supply chain strategy, firms' distinctive capabilities, resource-based theories of competition, and **e - commerce** capabilities.

James K. Andzulis is an M.B.A student in the College of Commerce...

**3/3,K/2 (Item 2 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02070324 60810546

**Gazing into the crystal ball**

Hanson, Bjorn; **Smith, Randy**; Rushmore, Steve; Yesawich, Peter

Hotel & Motel Management v215n16 PP: 76-77 Sep 18, 2000

ISSN: 0018-6082 JRNL CODE: HOM

WORD COUNT: 2099

... **Smith, Randy**

...ABSTRACT: 4 hotel-industry experts discuss the future of the industry and pertinent issues, such as **e - commerce** and construction slowdowns.

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Steve Rushmore, president of HVS International, said that he foresees major lawsuits...

... brands will continue to grow and expand; franchisors and franchisees will still cooperate with reluctance; **marketing** will still focus on stealing away the others brands' customers; consolidation will continue; and good...

**3/3,K/3 (Item 3 from file: 15)**

DIALOG(R) File 15:ABI/Inform(R)

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01720864 03-71854

**Property principles**

**Smith, Ronald J**

CA Magazine v131n8 PP: 43-44+ Oct 1998

ISSN: 0317-6878 JRNL CODE: CCA

WORD COUNT: 1778

**Smith, Ronald J**

...TEXT: the evidence.

Aside from substantially resolving the question of the income tax treatment of tenant **inducement** payments, the Supreme Court's decisions appear to have removed any uncertainty created by the...

...have confirmed, or at least accepted, the immediate deduction for income tax purposes of "lease **pick - up** " costs. **Pick - up** costs are incurred by a taxpayer as part of a tenant **inducement** program as a result of assuming a tenant's obligations under a prior lease to...

... light on the income tax treatment of the costs of two other types of tenant **inducement** commonly employed in the property leasing industry (neither of which involve direct payments to tenants...

**3/3,K/4 (Item 1 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)

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09399402 Supplier Number: 82353284 (USE FORMAT 7 FOR FULLTEXT)

**The winning e-Model. (Business Management & Marketing).**

**Smith, Robert**

Adhesives Age, v44, n12, p51(1)

Dec, 2001

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 764

(USE FORMAT 7 FOR FULLTEXT)

**Smith, Robert**

TEXT:

UNTIL NOW, most **electronic commerce** systems have been designed for commodity chemical exchanges and were cumbersome for specialty chemical producers...

...New approaches are being developed to meet the unique needs of our industry, offering strong **marketing** capability, front-end exchanges and user-friendly procurement systems.



**3/3,K/5 (Item 2 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)  
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09299068 Supplier Number: 80933252 (USE FORMAT 7 FOR FULLTEXT)

**Why e - Commerce . (Business Management & Marketing ) .**

**Smith, Robert W.**

Adhesives Age, v44, n11, p44(1)

Nov, 2001

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 876

**Why e - Commerce . (Business Management & Marketing ) .**

**Smith, Robert W.**

**3/3,K/6 (Item 3 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)  
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08833962 Supplier Number: 76759234 (USE FORMAT 7 FOR FULLTEXT)

**New GIPSA report identifies trends in beef cattle feeding, packing segments. (Grain Inspection, Packers and Stockyards Administration) (Statistical Data Included)**

**SMITH, ROD**

Feedstuffs, v73, n30, p8

July 16, 2001

Language: English Record Type: Fulltext

Article Type: Statistical Data Included

Document Type: Magazine/Journal; Trade

Word Count: 1652

**SMITH, ROD**

... in production, marketing practices

The report discusses three trends in the beef cattle industry's **marketing** and production practices: Alliances, **e - commerce** and weights, noting that the average liveweights of cattle have increased from 1,080 lb  
...

**3/3,K/7 (Item 4 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

08583875 Supplier Number: 55083297 (USE FORMAT 7 FOR FULLTEXT)

**Feedlots warned to avoid 'hoopla,' market more strongly this summer. (Livestock and Poultry)**

**Smith, Rod**

Feedstuffs, v71, n24, p26(1)

June 14, 1999

Language: English Record Type: Fulltext Abstract

Document Type: Magazine/Journal; Trade

Word Count: 1466

**Smith, Rod**

However, a strong word of warning was also raised in that the **marketing** rate was reminiscent of the rate that led into the buildup in

Search Report from Ginger R. DeMille

supplies that pressured...

...the seasonally slower summer period this year and rally them this fall, but only by **picking up** the **marketing** rate to stay current.

The feedlot inventory report, scheduled to be released June 18, is ...

**3/3,K/8 (Item 1 from file: 2)**

DIALOG(R)File 2:INSPEC

(c) 2003 Institution of Electrical Engineers. All rts. reserv.

6860605 INSPEC Abstract Number: C2001-04-7250N-014

**Title: The privacy practices of Web browser extensions**

Author(s): Martin, D.M., Jr.; **Smith, R.M.** ; Brittain, M.; Fetch, I.; Hailin Wu

Author Affiliation: Dept. of Math. & Comput. Sci., Denver Univ., CO, USA

Journal: Communications of the ACM vol.44, no.2 p.45-50

Publisher: ACM,

Publication Date: Feb. 2001 Country of Publication: USA

CODEN: CACMA2 ISSN: 0001-0782

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Material Identity Number: C056-2001-002

U.S. Copyright Clearance Center Code: 0001-0782/2001/0200\$5.00

Language: English

Subfile: C

Copyright 2001, IEE

Author(s): Martin, D.M., Jr.; **Smith, R.M.** ; Brittain, M.; Fetch, I.; Hailin Wu

...Abstract: by giving it the ability to automatically fill out Web forms, perform price comparisons while **shopping online**, and liven up the interface with thematic images and sounds. Browser extensions are usually free...

...Some products create a complete record of every Web site the user visits (for targeted **marketing** purposes), while other products avoid performing any actions that could leave an audit trail hinting...

**3/3,K/9 (Item 1 from file: 349)**

DIALOG(R)File 349:PCT FULLTEXT

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00779697 \*\*Image available\*\*

**SYSTEM AND METHOD FOR DELIVERING VIDEO IMAGES**

**SYSTEME ET PROCEDE DE PRESENTATION D'IMAGES VIDEO**

Patent Applicant/Assignee:

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Patent Applicant/Inventor:

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Legal Representative:

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Search Report from Ginger R. DeMille

Suite 1700, One Freedom Square, Reston Town Center, Reston, VA  
20190-5601, US

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Application: WO 2000US22223 20000811 (PCT/WO US0022223)  
Priority Application: US 99148596 19990813; US 99148679 19990813; US  
99152297 19990903; US 2000194882 20000406

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LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 16036

Patent Applicant/Inventor:

**SMITH Robert D ...**

Fulltext Availability:

Detailed Description

Detailed Description

... at a "bficks-and-mortar" location using a coupon or similar device, or  
at an **e - commerce** or vCommerce location, by electronically tagging the  
consumer with a "cookie" or similar device. In the **e - commerce**  
/vCommerce example, this tagging may be used to provide the consumer with  
special pricing or **incentives** on the website or access to portions of  
the website reserved for preferred customers.

The...may be redeemed using a coupon or similar  
device. In other embodiments, particularly those employing **e - commerce**  
or  
vCommerce transactions, purchase transactions may be tagged as having  
originated via an appropriate e...

...a coupon, this tagging may be used to provide the consumer with special  
pricing or **incentives** on the website or access to websites or portions  
of websites reserved for preferred customers...

?